



## PRESS RELEASE

### **Galeries Lafayette invites the picture-book heroine Martine to its flagship store on Boulevard Haussmann in Paris in an all-new hardback, *Martine aux Galeries Lafayette***

This new episode in the series published by Casterman will be sold exclusively at Galeries Lafayette Haussmann and in the French network of Galeries Lafayette department stores starting July 1, 2022

**Paris, June 27, 2022**

Galeries Lafayette is thrilled to invite picture-book heroine Martine to browse around the aisles of its flagship store on Boulevard Haussmann in Paris, in a new volume published by Casterman, *Martine aux Galeries Lafayette*.

This previously-unreleased book starring Martine will be sold exclusively at Galeries Lafayette Haussmann and in the French network of Galeries Lafayette department stores, starting July 1, 2022. It will transport readers to Paris's most emblematic department store through its heroine's eyes, with an intimist perspective on entirely unknown areas in the store, which provide the backdrop for exciting historical anecdotes.

Born in 1954 out of the imagination of Marcel Marlier and Gilbert Delahaye, this book series has been translated into more than 30 languages and has made Martine an international and intergenerational mainstay in youth literature, sold in millions of copies. This new picture book will bring together two well-known and much-loved names in France and beyond.

Commenting this announcement, Guillaume Houzé, Director of Branding and Communications at the Galeries Lafayette Group, stated, *"We are proud to bring Galeries Lafayette's flagship store to life as the backdrop for Martine's adventures. This educational, entertaining and surprising volume mirrors our aim to treat our visitors from around the world to a unique experience every time, providing them with inspiration, connection and culture. We are thankful to Casterman and Martine's rights-holders for their trust on this project and hope our customers enjoy this book as much as we do."*

#### **Practical information:**

Language: French

32 pages

€6.95

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### **About Galeries Lafayette**

Leading French department store player and famous throughout the world, Galeries Lafayette has been an unrivalled specialist in fashion and experience marketing for 130 years. It aims to make each visit a unique experience and offer its French and international customers a range of constantly renewed brands, ranging from affordable to premium and luxury. The Galeries Lafayette brand, covering a wide range of segments taking in fashion and accessories, decoration, food and catering, promotes its offering thanks to a network of 57 stores in France—19 owned and 38 franchised—and 8 outside France, the merchant website [galerieslafayette.com](http://galerieslafayette.com) and the Galeries Lafayette Outlet discount store. For more information about [galerieslafayette.com](http://galerieslafayette.com), go to Facebook and Instagram (@galerieslafayette).

### **About Casterman**

Casterman, established 1780, is a picture-book and youth-literature publisher based in Brussels and Paris. Its current catalogue dates back to Tintin in the 1930s and Martine in the 1950s, two collections that remain popular today among children as much as their parents. Since the beginning, Casterman has been intent on building its brand image around high quality appealing to the general public. Since 2015, Casterman has been a wholly-owned Groupe Madrigall subsidiary, alongside publishers Gallimard and Flammarion.

For more information, see <https://www.casterman.com/>, Facebook, Instagram (@casterman\_jeunesse) and Twitter (@castermanJ)